

screen of the receiver.

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2 (Amended). The digital advertising method according to claim 1 wherein including classifying said advertisements into respective categories among which pre-selected and approved categories' advertisements by the receiver are received on said display screen.

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3 (Amended). The digital advertising method according to claim 2 wherein the classifying step includes classifying emergency information in said classified categories.

4 (Amended). The digital advertising method according to claim 1 wherein the broadcasting step includes broadcasting advertising data, advertiser's inquiry telephone number, data, and web site address in the advertisements for transfer to the receiver.

5(Amended). The digital advertising method according to claim 4 including storing the transferred contents of advertisements in a memory installed in said receiver cellular telephone.

6(Amended). The digital advertising method according to claim 5 further including the step of replaying said stored contents of said advertisements on the screen of the cellular telephone by pushing predetermined function keys.

7(Amended). The digital advertising method of claim 5 further including the step of downloading the contents of the advertisements by a link to a web site and